

612-01-01763

Philip Morris Direct Marketing
Coupon Basic Data Sheet
and
UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Direct Marketing Assistant., 120 Park Avenue - 14th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions.

Today's Date: 2/3/93 UPC Size %: 90

Prepared By: Beth Mora Ext: 2519

Send UPC To:

Name: Beth Mora Address: 120 Park Ave

Company: _____
 Name: _____ City/State/Zip: _____

Brand/Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: Cambridge Brand Share: 2 Brand Status: New Test Established
 Line Extension - Nat'l
 Line Extension - Test

Program Number: _____ POS # _____

Program Description: Retail Free Carton Bounce back Offer
 (Please Be Specific)

Audience Reached: Offensive Timing: Yearly Winter Capture Names?: Yes
 Defensive Quarterly Spring No
 Both Holiday Summer
 Other Fall

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Distribution Date: 1/15/93 Expiration Date: 6/30/93 Estimated Redemption Rate: 18 %

Total Circulation: 16 million 70M Max. Redemp. Cost/Coupon: \$ 16-

Areas of Distribution

Will Coupons Be Distributed:

Nationally
 Regionally
 On a Test Basis

Will the Distribution Include:

Military
 Non-Military

Distribution break by PM Region:

PM Region	# of Coupons Released (000)
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1	_____
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2	_____
---	-------

3	_____
---	-------

4	_____
---	-------

5	_____
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Total	1.5mm
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Method of Distribution (check only one per UPC):

<input type="checkbox"/> Magazine On Page	<input type="checkbox"/> FSI Inserts - Co-op
<input type="checkbox"/> Magazine Tip-In	<input type="checkbox"/> Hand Distribution
<input type="checkbox"/> Magazine Special Unit	<input type="checkbox"/> Retailer Coupon
<input type="checkbox"/> Control Circ. Magazine	<input checked="" type="checkbox"/> Direct Mail - Solo
<input type="checkbox"/> ROP/Newspl. Single	<input type="checkbox"/> Direct Mail - Co-op
<input type="checkbox"/> ROP/Newspl. Co-op	<input type="checkbox"/> In-Pack-Own Product
<input type="checkbox"/> Sunday Suppl.-Single	<input type="checkbox"/> On-Pack-Own Product
<input type="checkbox"/> Sunday Suppl.-Co-op	<input type="checkbox"/> Immediately Redeemable
<input type="checkbox"/> FSI Inserts - Solo	<input type="checkbox"/> All Other: _____

Please Explain

Over, Please - More Required Information on Back

2048410207

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: \$ Free Carton + 4/16

Terms of Offer:
(Describe Completely)

Free Carton

Discount Offered: 100 %
(% of Face Value/Purchase Price)

Purchase Price: Full Margin Pack Average

Avg. Applied

\$ _____

or Check One Below

B1G1F \$1.00 Off Carton

B2G1F \$1.50 Off Carton

B3G1F \$2.00 Off Carton

B2G 50¢ Off 2.50 Off Carton

B3G 50¢ Off \$3.00 Off Carton

Free Pack Checker Intervention

Other - Provide

Details Above

Price/Value Pack Average

\$ _____

Full Margin Carton Average

\$ _____

Price/Value Carton Average

\$ _____

Other

\$ _____

(Please Specify)

For Direct Marketing Use Only

UPC CODE ASSIGNED: 612-01-01763

Date Assigned: 2/4/93

Assigned By: M. Diaz

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer
One Copy to PM Direct Marketing
One Copy to PM Finance
One Copy to Media
One Copy to Promotional Services Center

2048410208

Coupons Basic Data Sheet

FORM #4003 (Back) PM USA 11/91 COMP A50(31)